BEST PRACTICE CASE STUDY

Information Briefing on Support to Families of Deployed Soldiers

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Our Mission **-** ***provide equitable, effective and efficient management of Army installations worldwide to support mission readiness and execution, enable the Well-being of Soldiers, civilians and family members, improve the Army's aging infrastructure and preserve our environment.***

Leading Change for Installation Excellence

BLUE STAR CARD – Support to Families of Deployed Soldiers

- US Army Garrison Hawaii deployed 10,500 troops
  - 4,791 married
  - 3,308 with children
  - 1,563 with children under 11
- Major impact on business on the installation and in the surrounding community
- Well being issue – families faced with decision to stay in Hawaii or return home to families in other states/territories

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WHAT IS THE BLUE STAR CARD?

- Discount card for Morale Welfare and Recreation (MWR) programs and facilities
- Incentive to get family members involved in community activities

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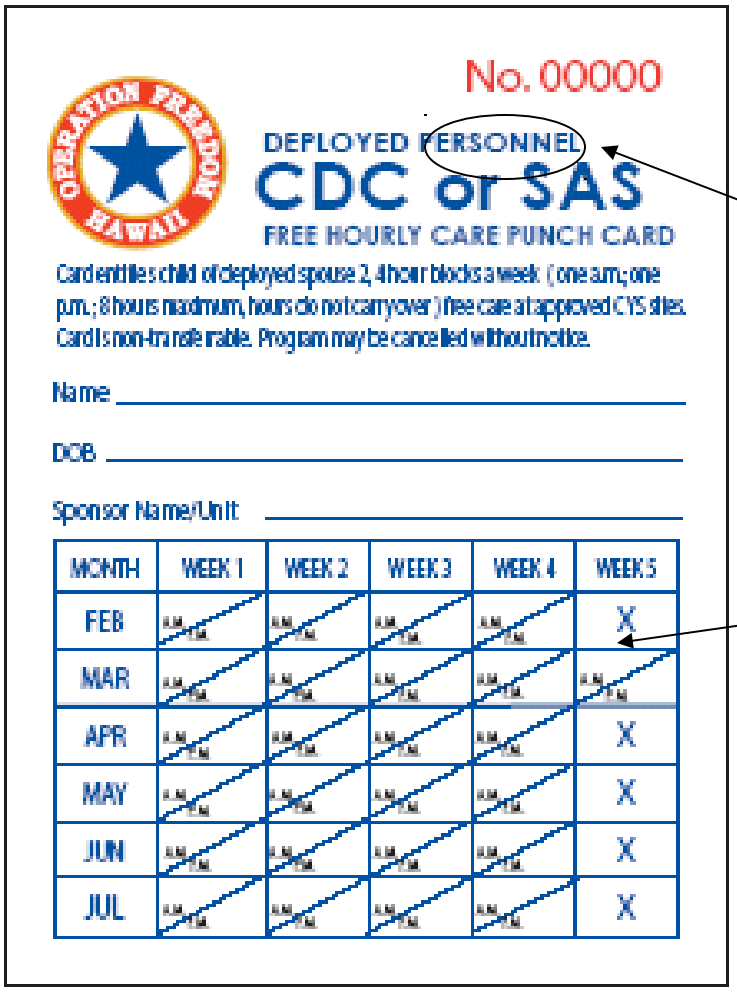
BLUE STAR CARD - Free Hourly Child Care



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OPERATION FREEDOM HAWAII

DEPLOYED PERSONNEL

CDC or SAS

FREE HOURLY CARE PUNCH CARD

Card entitles child of deployed spouse 2, 4 hour blocks a week (one am; one p.m.; 8 hours maximum, hours do not carryover) free care at approved CYS sites. Card is non-transferable. Program may be cancelled without notice.

Name: _____

DOB: _____

Sponsor Name/Unit: _____

MONTH	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
FEB					X
MAR					
APR					X
MAY					X
JUN					X
JUL					X

- Parent's receive a card for each child between the ages of 6 wks-11 yrs
- 8 hours per week per child of FREE care
- Card covers a 6 month period
- Care available Mon - Sat
- First come first serve basis for hourly care

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BLUE STAR CARD - Special Programs

- Golf course
  - Free golf lessons every Wednesday

  - Free Ladies Golf Clinic 1st Sunday each month

- Health & Fitness Center
  - Free entry; yoga and step classes each Saturday

- Walk off the Wait (WOW) program at Tropics Club Tue/Thu/Sat mornings

- Library – Soldiers videotape reading stories to their chi

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BLUE STAR CARD - More Special Programs

- Commissary “Dash N’ Grab” Quarterly Shopping Spree
- Sunset in the Park
- Floats and Flicks
- Richardson Theater Dress Rehearsal Preview
- Walking Tours and Family Outings
- Auto shop – specials, free oil checks, auto advice

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BLUE STAR CARD - More Special Programs

- Video tape service for high school graduations
- Free boxes and packaging material for care packages
- Free transportation services
- Parent/child arts and crafts classes
- Automatic entry into drawing for free -
  - Quarterly Commissary Shopping Spree
  - Driver's Education Class
  - Monthly weekend getaway (Army Recreation Cent

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BLUE STAR CARD - Interesting Stats

- Over 2,800 applications processed; online or in person

- Major Customer Benefits
  - 10% discount at selected activities (bowling center, food purchases at community centers and golf course)

  - 8 hours child care free per week

  - 5% discount on youth sports registration; 10% for each additional child

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BLUE STAR CARD – Program Requirements

- Special color coded card based on deployment (Iraq, Afghanistan, National Guard/Reserve status)
- Coordination and integration of a large number of different agencies and systems
- Spectrum of activities designed to enhance resilience in families that are under considerable stress
- Extensive marketing
- Collaboration with community partners invaluable in supporting our military
- Funding

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BLUE STAR CARD - Benefits

- Customers extremely positive
- Support national defense
- Encourage volunteer reenlistments/support retention
- Encourage use of facilities (many first time users)
- Build customer base
- Well being of families and deployed Soldiers

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BLUE STAR CARD - Issues/Recommendations

- Multiple overlapping deployments; flexible expiration
- Standardize good ideas across the Agency
- Allow for new ideas
- Balance program costs with providing optimum service

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INSTALLATION MANAGEMENT AGENCY

"Sustain, Support and Defend"